

ABSTRACT OF THE DISCLOSURE

[0025] A display unit that moves an indicia carrier and displays changing advertisements through a window is disclosed. The drive system positively drives the indicia carrier through its cycles and the dwell time as the direction reverses twice in each cycle is reduced. The speed of the indicia carrier increases after it makes a direction reverse. In the preferred embodiment the speed between direction reverses is kept as constant as possible. The indicia carrier can cycle in either a horizontal or a vertical direction. The indicia carrier can also be held against the window as it moves.